



City of Arts & Innovation

# News Release

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## **Riverside Municipal Airport Joins National Adopt-A-Watt® Program**

*Sponsorship agreement includes new parking lot lighting and electric vehicle infrastructure*

RIVERSIDE, Calif. – The Riverside Municipal Airport is working with the National Adopt-A-Watt® Program (NAAWP) to retrofit about 20 parking lot lights with new, energy efficient, induction fluorescent lighting systems. These lights will reduce electricity consumption by 60% while reducing the Airport's operating costs and carbon foot print.

The lights, which have an estimated lifespan of 100,000 hours, will be installed at no cost to the Airport through a sponsorship agreement with NAAWP. The sponsorship program will, in subsequent years, support other energy efficiency projects at the Airport, such as supplementing the purchase price of electric vehicles and installation of charging stations to further help reduce CO2 emissions.

“Riverside Municipal Airport aims to provide the best service in the most cost-efficient manner, and this new lighting will help us do that,” said Airport Director Mark Ripley. “We look forward to our agreement with NAAWP providing even more energy efficiency benefits in the future.”

Modeled after the successful Adopt-a-Highway program, the Adopt-A-Watt® Program provides a business-based funding method to facilitate America's transition to clean energy and energy efficiency. At no cost to taxpayers, public agencies receive new, energy-efficient, clean-tech equipment. Funding is raised from sponsoring organizations.

Sponsors names and logos, are prominently displayed on “acknowledgement” signs to recognize their concern for the environment and support for the City of Riverside. Sponsors also receive invitations to attend events and letters of commendation and are included in media coverage. Sponsorship opportunities are currently available.

Most importantly, sponsors have unlimited access to NAAWP's, new, internet marketing platform, designed to additional brand recognition and benefit local businesses with impacting and measurable return on investment.

“This move clearly demonstrates a desire by the Airport and the City of Riverside to benefit the environment by becoming even more sustainable,” said Thomas A. Wither, Founder and CEO of the National Adopt-A-Watt® Program. “We are thrilled with their acceptance of our program and look

forward to helping them achieve their energy efficiency goals, as well as, their transition to Electric Vehicles (EV) and EV infrastructure.”

The first sponsor at the Airport is the National Electrical Contractors Association and the International Brotherhood of Electrical Workers.

“NECA and the IBEW are proud to sponsor the Adopt-A-Watt program in Riverside and look forward to expanding the program throughout the Inland Empire,” the organizations said in a statement.

*Riverside Municipal Airport (RAL) has become the leading destination for corporate and business aviation in Inland Southern California, which is home to 4 million people and a \$40 billion annual economy. RAL has over 110,000 annual flight operations and provides immediate entry into the center of Southern California's most exciting region, as well as a convenient departure point for the Pacific Rim, Mexico, or any other business destination in North America.*

*Adopt-A-Watt® Inc. (AAW) is arranged as a Social Enterprise, and is the holding company for the National Adopt-A-Watt® Program (NAAWP). The NAAWP has been presented at the White House and has received a Presidential Letter of Congratulations. NAAWP presents a “game-changing” business model to help fund 21st century energy efficiency and electric vehicles (EVs) and EV infrastructure.*